

**Business Opportunity
For
Guided Interpretive Trail Rides**

Bryce Canyon National Park

Department of the Interior
National Park Service

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INTRODUCTION

This document describes in general terms the existing business and the business opportunity for services to be authorized by the National Park Service (NPS) located at Bryce Canyon National Park. Potential Offerors are responsible for reviewing all sections of this prospectus and, specifically, the terms and conditions of the attached contract, including its exhibits, to determine the full scope of a Concessioner's responsibilities under the new contract. This solicitation is being conducted in accordance with the National Park Service Concessions Management Improvement Act of 1998 (PL 105-391).



This prospectus is issued under the authority of 36 CFR Part 51. In the event of any inconsistency between the terms of this prospectus and 36 CFR Part 51, 36 CFR Part 51 will control. Additionally, in the event of any inconsistency between the terms of the attached draft contract and this Business Opportunity section, the attached draft contract will control.

This section of the prospectus describes the existing business and the business opportunity for guided interpretive trail rides at Bryce Canyon National Park.



THE NATIONAL PARK SERVICE AND ITS MISSION

America's National Park Service was created by Congress to "...conserve the scenery and the natural and historic objects and the wildlife therein, and to provide for the enjoyment of the same in such a manner and by such means as will leave them unimpaired for the enjoyment of future generations." Additionally, the Congress has declared that the National Parks should be, "...preserved and managed for the benefit and inspiration of all the people of the United States." The National Park Service has as its overall mission the preservation and public enjoyment of significant aspects of the nation's natural and cultural heritage.

To learn more about the National Park Service, visit our website at www.nps.gov. This site includes information about who we are, our mission, NPS policies and individual parks.

BRYCE CANYON NATIONAL PARK

Bryce Canyon National Park is located in southwestern Utah approximately 25 miles southeast of Panguitch, Utah, on Utah State Route 63, east of the junction of Utah State Route 12 and US Highway 89. It was originally established as a national monument by Presidential Proclamation No. 1664 on June 8, 1923, because of its unusual scenic beauty and scientific interest and importance. Colorful and intricately carved rock formations, vast panoramas of cliffs and canyons, forests and meadows, clean air and dark night skies combine to form one of the finest scenic spectacles found in the United States.



Claron Formation limestone at the edge of the Paunsaugunt Plateau has been cut down 2,000 feet into an intricate wilderness of spires, U-shaped amphitheaters, and sawtooth ridges of chalky reds, oranges, yellows, and tans, collectively called "hoodoos." The park consists of 35,835 acres and is open to the public year round.

Most visitors arrive by private automobile or on tour buses. There is one entrance to the park, located on State Route 63. The closest airports with year round scheduled flights are in St. George and Cedar City, Utah, and Las Vegas, Nevada.



As shown in the table below, visitation for the last five years has been close to one million recreational visits annually, with more than 80% of visitation occurring during the months of May through October.

Recreational Visits													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2000	13,491	16,242	33,521	82,038	108,148	152,280	194,101	192,429	165,866	83,947	33,591	23,621	1,099,275
2001	21,183	21,811	39,669	70,719	108,729	163,102	182,108	179,810	148,641	80,160	33,360	19,363	1,068,655
2002	19,146	22,014	42,069	66,326	97,798	129,210	135,104	124,549	130,362	77,732	25,971	16,395	886,676
2003	14,818	13,220	31,843	58,817	89,990	133,567	129,448	148,407	142,962	95,542	29,710	15,436	903,760
2004	12,911	12,708	37,785	75,449	110,922	141,240	156,430	157,487	160,851	81,867	23,834	15,769	987,253
2005	11,098	17,219	38,748	56,390	114,249	154,760	174,099	165,818	152,109	83,564	31,923	17,704	1,017,681

Source: NPS Public Use Statistics Office

Bryce Canyon weather is generally mild in the summer. The rim of the canyon stands at 8,000 feet, making summer temperatures moderate. During the primary summer season daytime temperatures usually range from 70 to 80 degrees Fahrenheit.

Bryce Canyon National Park - Monthly Climate Normals														
(in Fahrenheit)														
	Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
High Temperature	57	36	39	44	54	63	75	80	77	72	61	46	39	
Low Temperature	24	4	8	15	23	29	36	44	43	35	26	14	8	
Average Temperature	40	20	23	29	28	46	55	62	60	72	43	30	23	
Average Rainfall	9.5	0.7	0.5	0.7	0.6	0.7	0.4	0.1	1.4	1.1	1	0.6	0.8	

LOCAL MARKET AREA

In addition to the trail rides offered in the park, there are several guide and outfitters operating outside the park but in the local market area. They include Bryce Canyon Pines, Scenic Rim Trail Rides, and Ruby's Inn Family Resort & Tours, all at Bryce Canyon, Utah; Mecham's Outfitter and Guide Service at Tropic, Utah; Cherokee Springs Resort at Hatch, Utah; Blue Pine Tours at Duckcreek Village, Utah, and a horse ride concession at Kodachrome Basin State Park.





NEIGHBORING COMMUNITIES

The neighboring communities are Bryce Canyon, Tropic, Hatch and Panguitch. Bryce Canyon, Tropic and Hatch are all small communities with few full-time services. Panguitch is the Garfield County seat, is considered the “hub city” of the Bryce Canyon area and provides a variety of services.

GENERAL INFORMATION

Bryce Zion Trail Rides, Inc. is the current Concessioner. The Director, pursuant to 36 CFR Part 51, has determined that this contract is a qualified concession contract and that the current Concessioner is a preferred offeror for this contract. However, all interested parties must apply and submit a responsive proposal in response to this Prospectus.

HISTORICAL FINANCIAL DATA

The annual gross receipts from the guided interpretive trail rides for the last five years’ April through October operating season are as follows:

2001 -	\$358,118
2002 -	\$364,816
2003 -	\$390,894
2004 -	\$628,339
2005 -	\$519,537

The increase in 2004 was due to a higher park visitation, increased rates, and a longer operating season due to good weather.

The Proposal Package requires Offerors to develop financial projections based upon the business to be operated. Offerors should be appropriately cautious in the use of historical information. The NPS will not provide financial predictions; therefore, Offerors are responsible for producing their own pro forma financial statements and relying upon their own financial predictions.



FUTURE CONCESSION OPERATION.

IN GENERAL.

This business opportunity is for a two-hour guided interpretive trail ride from Sunrise Point to the floor of the canyon and return, and a half-day guided interpretive trail ride on the Peekaboo Loop, both within Bryce Canyon National Park. The two-hour ride is on a trail that is primarily for trail ride use but may be used by hikers. The Peekaboo Loop Trail is shared with hikers. In addition, the Concessioner may sell souvenir trail ride photographs.

TERM OF THE NEW CONTRACT. The new contract will be for a term of ten (10) years from the effective date of the new concession contract.

REQUIRED VISITOR SERVICES. The new contract requires guided interpretive trail rides. These rides will occur on a daily basis, from May to October, with specific opening and closing dates based on trail conditions. Note that the operating season is a change from the April through October season allowed under the previous contract. The National Park Service will approve the exact opening and closing dates each year in advance of opening. The maximum numbers of rides that may be offered are two two-hour rides and two half-day rides per day. The minimum number of rides may vary early and late in the season, depending on trail conditions and visitor demand. Stock for the trail rides shall consist of no more than ninety head of horses and mules. The Concessioner must provide a minimum of one wrangler for each ten riders.

AUTHORIZED SERVICES. In addition to the required trail ride services, the Concessioner may sell souvenir trail ride photographs.

UTILITIES. The NPS will provide and bill the Concessioner annually for water and sewer service based on actual usage. Past water and sewer bills have averaged a total of about \$3,000 per season. The Concessioner will arrange for other utility needs (electricity, telephone, etc.) directly with utility providers in the general area.



INITIAL INVESTMENT. Equipment, Supplies and Working Capital. The Concessioner under the new concession contract must have sufficient equipment, supplies and cash at the commencement of the contract to initiate operations. Offerors are asked to estimate the appropriate amount in their proposals.



The current Concessioner has no possessory interest assets in the park that must be purchased by a new Concessioner.

The current contract requires that any Offeror selected as the new Concessioner must purchase the existing Concessioner's tangible personal property used in the operation at fair value. The current contract specifies that the fair value of merchandise and supplies is actual cost including transportation, and the fair value of equipment is its book value. The National Park Service estimates that the Concessioner-owned personal property and equipment has a value of approximately \$304,000 (refer to Appendix M for more detail).



CONCESSION FACILITIES. The new Concessioner will have some routine maintenance responsibilities in conjunction with the assigned buildings, trails, and other facilities. The geologic characteristics of easily eroded rock and soil that has formed the magnificent features of Bryce Canyon National Park are the same characteristics that pose special challenges for horse trail maintenance on the assigned trails. Regular (often weekly) maintenance with hand tools must occur to ensure a safe trail and prevent unacceptable resource deterioration. The Concessioner may use only hand tools to perform its routine maintenance responsibilities. Prospective bidders should clearly understand the requirements and approved methods for trail maintenance. Concessioner maintenance will be accomplished using National Park Service approved methods only. Snow will be allowed to melt before opening of trails and the Concessioner may not use stock or equipment to open or plow Concessioner-assigned trails. Please refer to the Maintenance Plan in the Draft Contract and the Draft Trail Maintenance Plan for details.

In addition to the assigned trails, the National Park Service will assign other facilities inside the park to the new Concessioner, including a trail ride desk at the Bryce Canyon Lodge, a horse barn and stable (approximately 1,900 square feet), tack shed (approximately 300 square feet), bunkhouse (approximately 682 square feet), granary, and main, loading, and holding corrals.



The bunkhouse listed above is the only employee housing available in the park for this business opportunity. The National Park Service will not allow any other Concessioner housing, such as trailer pads or hookups, in the park for this operation.

The Concessioner will be required to maintain the Concession Facilities in a manner acceptable to the National Park Service. Specific operating and maintenance requirements are detailed in the Operating and Maintenance Plans (see Exhibits A and E of the Draft Contract, respectively). No Concession Facilities Improvement Program is included in this contract. The new contract assigns the new Concessioner the responsibility for general preventative maintenance and emergency repairs. The new Concessioner will keep assigned areas free of litter, debris and garbage.

In addition to the facilities assigned above, the Maintenance Plan assigns the cleaning and stocking of the composting toilet on the Peekaboo Trail to the Concessioner (see Exhibit E of the Draft Contract).



POTENTIAL RELOCATION. The Utah prairie dog is a federally listed threatened species found in Bryce Canyon National Park. The largest sustainable population is located within the Concessioner's land assignment. Over the next few years the park plans to address the administrative uses that occur within the Utah prairie dog habitat. This may require the relocation of or modifications to Concessioner facilities in order to reduce impacts to the Utah prairie dogs from human uses. If these changes occur, they will be done at the government's expense.

Prior to the relocation, all of the Concessioner operations must provide significant protection to the Utah Prairie dog species. For example, the National Park Service will not allow the



expansion of corrals further into prairie dog habitat, snow removal within the colony, and similar activities.

RATES. Rates for services are primarily based on comparison with like services provided by the private sector, under similar circumstances and in the same general geographic region. The Superintendent must approve all rates before the Concessioner may use them.

FRANCHISE FEE AND OTHER RETURNS TO THE GOVERNMENT. The minimum franchise for the new contract is 5% of annual gross receipts due fifteen days after the last day of each month that the Concessioner operates. The percentage of gross receipts due and payable to the National Park Service each month will be based on the preceding month's receipts.

SITE VISITS. Offerors are encouraged to visit the area to become familiar with physical conditions and limitations involved and become acquainted with the details requisite to operating these types of services. Offerors planning to visit the area should contact:

Superintendent
Bryce Canyon National Park
P.O. Box 170001
Bryce Canyon, Utah 84717
Phone: 435-834-4100

